

# Facebook Sponsored Posts



## PMMI Audience Network Facebook Sponsored Posts

PMMI Audience Network is the ONLY way to target the PMMI audience on Facebook! Our Facebook ads allow you to directly target the specific members of our database that you want to reach. **These audiences are not available if you advertise directly on Facebook.**

### What Type of Ad Is Right for You?

#### Facebook Sponsored Post

Drive traffic to your website!

**Results:** CTR (Click Through Rate) of 1-3%.

#### Duration

Campaigns run 1-2 weeks.

#### ► Performance Tip

Results shown at left are typical (and not guaranteed), however, we have seen numbers climb significantly for customers with a strong message and click-driving call to action. Let our experienced team advise you about boosting response to your post or video.

#### Facebook Video

Get time-sensitive videos seen by prospects, such as when you're introducing a new product or promoting around a tradeshow!

**Results:** 10 sec. VTR (View Through Rate) of 10% - 20%

Contact your sales representative or Wendy Sawtell at 847-784-0520 or [wsawtell@pmmimediagroup.com](mailto:wsawtell@pmmimediagroup.com) for details.

